RV dealers in Dallas see boom in '84

By Aziz Shihab
Staff Correspondent

DALLAS. — The recreation-vehicle business in the Dallas area is up nearly 25 percent so far this year compared with the same period last year.

RV dealers call 1983 "the best year ever," and they are predicting a "booming 1984."

They also say high-priced vehicles, $50,000 and up motor homes, are their best sellers. This, dealers say, is a reflection of the strong economy in Dallas.

George Bennett, owner of May Trailers in Lewisville (a growing suburb of Dallas) and president of the Dallas chapter of the Texas Recreational Vehicles Assn., said "we have sold a lot of motor homes this year. The more expensive ones, those selling for $50,000 and up, are our best sellers.

"Buyers are mostly couples who retired and who want to enjoy quality. Also, we are selling to businessmen who use the motor homes in their business."

Bennett said the next best sellers are the fifth-wheelers, which are selling from $10,000 to $30,000 "because one can still buy a pickup with a good-size engine."

• He said travel trailers, the "regular luxury trailers," are also good sellers.

Bennett said tent trailers are moving slowly "because cars are getting smaller and smaller. If there is a problem in the industry today, it is the shortage of good tow vehicles and the fact that cars are getting smaller."

He also said recent talk of possible Middle East problems (Iran's threat of blocking oil supply routes to avenge France's delivery of new sophisticated warplanes to Iraq) is "making RV dealers nervous. This talk can't really hurt us."

Bennett said the industry is still recovering from the energy shortages of the '70s when "a lot of dealers just couldn't make it. It is only this year that we really began to see good things happen and business get back to normal."

He said dealers now have no problems "selling paper," and money for dealer and consumer financing is plentiful from banks, savings and loan associations and credit unions. He

Continued on Page 18, Col. 1

Elk's luxury El Capitan

A new luxury van conversion, the El Capitan, has been introduced by Elk Enterprises, Elkhart, Ind. Standard features include fiberglass running boards with matching paint finish, a ladder, floor and door-well mats, a seven-inch color television with table/cabinet combination, custom wheels and a removable travel section (server, clothes caddy and ice cooler).

RVs pull across board in Twin Cities market

By Ken Berglund
Staff Correspondent

MINNEAPOLIS. — Wealthy entertainers looking over a bus chassis for expensive custom work . . . young couples with two or three children inquiring about economy motor homes. This is the wide range of interest in RVs in the Minneapolis and St. Paul area, according to a cross section of dealers queried.

Wakefield Coach expects to finish the year in excellent fashion. The custom firm has "already done six conversions and should finish with eight," according to salesmen. True luxury units, the coaches are built on a Greyhound bus chassis to the customer's specifications.

Grosses are up substantially for the firm, which also handles used buses. Mechanics take out seats, overhead racks and overhaul the engine before adding the interiors. These reconditioned units sell for from $90,000 to $100,000. Coaches created from new bus chassis can cost $280,000 or more and take from six to eight months to complete.

Chevrolet RV Center, on the other hand, is seeing "more young couples with two or three children. This indicates a "firmer economy with more money around for vacations and trips."

The firm makes many sales in the retirement market, where financing is not a major concern. Where financing is sought, it is often for tax purposes. The firm will carry a larger inventory than usual this winter.

Salesmen noted that factories are behind on deliveries because of the demand. The company finds its used market strong since many first-time buyers want to "try a $15,000 unit before committing themselves to $30,000."

• At Coates Trailer Sales, grosses are up around 10 percent, with an improving economy given credit. As a result, Coates will carry around 10 percent more inventory than in previous years. Strong areas here are in

Continued on Page 26, Col. 3

Dealer network in U.S. is set up by Western Star

BELLEVUE, Wash.—Western Star Trucks, a new entrant in the heavy-duty truck market, has established 57 sales outlets nationwide. The firm opened its headquarters here earlier this year.

K. Scott Kennedy, vice president and general manager, said Western Star expects to complete a 100-member dealer network by late 1984, and noted that most of the dealers have years of experience in the heavy-truck business.

Of the network members, 34

Continued on Page 18, Col. 4

'84 TranStar has six floor plans

TranStar intermediate-size motor homes, produced by Champion Home Builders Co., Dryden, Mich., have six floor plans, lengths of 20, 23 and 25 feet, and are built on a Chevrolet or Ford chassis. Standard features include two exterior rear-storage lockers for gear too awkward to carry inside.

Polk ranks Ford No. 1 in '83 model-year total

DEARBORN.—Registration figures for the 1983 model year show that Ford dealers put more than 16,500 more new trucks on American roads than their chief competitor.

Official figures released by R. L. Polk & Co. show 864,006 new Ford trucks registered for the model year, which ended September 30, compared with 847,492 Chevrolet truck registrations. Ford 1983 model-year registrations were 24.5 percent higher than the 693,981 tallies in the 1982 model year.

truck industry news

9-month, September truck registrations are highest since '79

Nine-month and September registrations of new trucks of all types in the U. S. were the highest in four years, with gains in two of the three market segments for the January-September period and in all three for the month.

Table on Page 42.

Through September, according to R. L. Polk & Co. statistics, there were 2,127,031 new-truck tallies, an increase of 19.8 percent over the year-earlier 1,775,915 units.

The highest previous nine-month total occurred in 1979, when the count was 2,644,904 units.

During the month, 249,084 vehicles were registered, 36.7 percent higher than last year's 182,180 units. Four years ago, the total was 293,704 units.

Registrations of light and medium trucks in the first nine months were higher than last year, but heavies were down slightly. All three market segments showed good gains in September.

Through September, light-truck registrations totaled 2,000,637 units, an increase of 21.6 percent over the year-earlier 1,644,672. Mediums were up 4.2 percent to 34,810 units, compared with 33,414 in the like period a year ago.

• Heavy-truck registrations through September were off 6.4 percent, from 97,829 units a year ago to 91,584.

In September, light-truck tallies were up 37.5 percent to 230,143 units, compared with 167,515 in the same month a year ago. Mediums totaled 5,467

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HD registrations in September up 35.8 pct. over '82

September registrations of new heavy trucks in the U. S. were the highest for any month since December, 1981, and it marked the first time since December, 1980, that the monthly count had exceeded the year-earlier total.

During the month, according to R. L. Polk & Co. statistics, 13,204 Groups 7 and 8 trucks were registered, an increase of 35.8 percent over last year's 9,721. In December, 1981, the count was 14,339.

Registrations in September were higher than a year ago for both heavy-truck groups.

The Group 8 total this year was 8,589 units, an increase of 46.9 percent over last year's 5,

Continued on Page 18, Col. 4

U. S. TRUCK REGISTRATIONS

NINE MONTHS, 1983 VS. 1982★

	9 mos., 1983	Percent Share of '83 market	9 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	670,317	31.52	539,431	30.37	+ 1.15
Chevrolet	643,479	30.25	554,094	31.20	— 0.95
Dodge	184,451	8.67	166,176	9.36	— 0.69
GMC	179,947	8.46	157,124	8.85	— 0.39
Jeep	48,921	2.30	44,090	2.48	— 0.18
International	36,562	1.72	33,713	1.90	— 0.18
Mack	11,138	0.52	11,663	0.66	— 0.14
Freightliner	7,622	0.36	5,200	0.29	+ 0.07
Plymouth*	6,597	0.31	7,891	0.44	— 0.13
Peterbilt	5,322	0.25	4,173	0.23	+ 0.02
Kenworth	4,973	0.23	5,404	0.30	— 0.07
Mercedes-Benz	2,077	0.10	2,241	0.13	— 0.03
White	1,659	0.08	1,750	0.10	— 0.02
Volvo	1,133	0.05	482	0.03	+ 0.02
Autocar	658	0.03	458	0.03	.....
Western Star	228	0.01	477	0.03	— 0.02
Miscellaneous**	321,947	15.14	241,548	13.60	+ 1.54
TOTALS	2,127,031	100.00	1,775,915	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982; Kentucky and New Mexico, September, 1983.
*Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

NINE MONTHS, 1983 VS. 1982★

	9 mos., 1983	Percent Share of '83 market	9 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	22,120	24.15	21,540	22.02	+ 2.13
Ford	19,348	21.13	23,220	23.73	— 2.60
GMC	11,844	12.93	17,033	17.41	— 4.48
Mack	9,524	10.40	10,124	10.35	+ 0.05
Freightliner	7,622	8.32	5,200	5.32	+ 3.00
Chevrolet	5,609	6.12	6,046	6.18	— 0.06
Peterbilt	5,322	5.81	4,173	4.27	+ 1.54
Kenworth	4,973	5.43	5,404	5.52	— 0.09
White	1,659	1.81	1,750	1.79	+ 0.02
Volvo	1,133	1.24	482	0.49	+ 0.75
Mercedes-Benz	721	0.79	737	0.75	+ 0.04
Autocar	658	0.72	458	0.47	+ 0.25
Western Star	228	0.25	477	0.49	— 0.24
Miscellaneous	823	0.90	1,163	1.21	— 0.31
TOTALS	91,584	100.00	97,829	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1983 and 1982; Kentucky and New Mexico, September, 1983.

High priced units called best sellers

RV dealers in Dallas predict a 'booming 1984'

Continued from Page 10

said interest rates are running between 15 percent and 18 percent.

RV dealers in the Dallas area, Bennett said, are still keeping a good stock to sell to the snowbirds who come to Texas during the winter from the north. He said although the busy season runs from March through August, "our winters have been good and we are expecting a great winter this year."

Bennett said RV business in Texas is "one of the strongest in the nation. We used to run No. 3 or No. 4 in the U. S., but this year we are No. 2, right behind California and by the end of the year we may even surpass California."

He said the best indication of this strength, especially in the Dallas area, is the fact that dealers are "upgrading their facilities and expanding." He said he knows of several dealerships, including his own, which are planning to spend a million dollar-plus each for expansion during the next few months.

Bennett said the 35 RV dealers in Dallas are "doing great, really great this year."

The best indication, he said, is the fact that these dealers are competing for space at the Texas Sports and RV Show to be held at the Dallas Convention Center in March.

In the past few years, he said, it was difficult to get the dealers' participation and some times it was difficult to get them to pay for space. But now, they are competing for space and paying in advance, he said.

At a recent Texas Recreational Vehicle Assn. meeting in Dallas, Betty Hunt, a dealer in Houston and president of the association, said business in Houston was "a little slow since our business is directly related to the oil industry. But, overall, it's good and we expect a 'booming '84' "

Hunt, owner of Hunt Motors & Campers, also said dealers from across the state tell her that large travel trailers and motor homes are the best sellers.

"People want more luxury," she said, "and the more expensive and more elaborately-furnished the home is, the better seller it is."

Among the luxuries in demand, Hunt said, are microwaves, ice-makers, blenders and color television sets. "They really want to turn their vehicles into luxury homes," she said.

Charles Miller, of R.O. Evans Homes in Dallas, a dealership specializing in super-luxury motor homes, said his dealership is selling luxury homes running in prices up to $150,000 each. "We are selling to older businessmen, retired or semi-retired, who buy mostly for luxury," he said.

And a spokeswoman for Starcraft, an RV dealership specializing in selling tent-trailers, said "we have been in the business for 14 years and our business keeps growing. This has been our best year."

Several RV dealers, however, expressed their concern that the RV market is narrowing and becoming "only for the rich, who can buy the large homes and who can buy the large cars."

Bennett said "It used to be that the average man was able to make the investment (in an RV) but now it seems that the rich are the only ones buying. In addition to the fact that they have the money and the leisure time, they are buying for tax benefits."

Bennett, who has been in the RV business since 1973, said it also concerns him that the margin of profit for dealers "is steadily declining because of high interest rates and because we are having to pay a lot of taxes."

Honda Santa Ana builds new quarters

SANTA ANA, Calif. — Honda Santa Ana has broken ground for a $1.5-million dealership on a three-acre site. Completion is scheduled for March.

The company, owned by Ron Jackson, was formed in 1963 as a Honda motorcycle dealership. It added Honda cars in 1970 and has handled only Honda autos since 1975.

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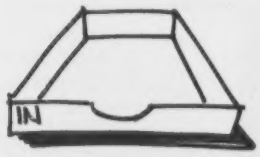

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HD registrations in September up 35.8 pct. over '82

Continued from Page 10

846. Group 7 was up 19.1 percent to 4,615 vehicles, compared with 3,875 in the same month in 1982.

The nine-month heavy-truck count, however, was down 6.4 percent from a year ago, from 97,829 to 91,854.

Group 8 registrations in the January - September period totaled 55,372 units, an increase of 1.2 percent over the year-earlier 54,711. But the Group 7 was down 16 percent to 36,212 units, compared with 43,118 in 1982.

International boosted its lead over No. 2 Ford by more than 500 units in September and increased its nine-month total to 22,120 units, good for 24.15 percent of the industry count.

Ford's January-September tallies moved to 19,348 units, accounting for 21.13 percent of the total. A year ago, Ford was the industry leader with 23,220 registrations and accounted for 23.73 percent of the total.

Through September, International, Freightliner, Peterbilt, Volvo and Autocar were the only makes to increase both unit tallies and market share over last year.

Dealers lined up by Western Star

Continued from Page 10

are located west of the Mississippi and 23 to the east. A national parts distribution center is fully operational near Salt Lake City.

Kennedy explained that most dealers chose the Western Star line because they saw a need in their area for a truck that is hand - assembled to the user's exact specifications.

Once affiliated with White Motor Co. and later Volvo White Trucks, Western Star began independent operations March 1. The trucks are built in Canada.

Galvin honored

CHICAGO. — Loyola University has selected Robert W. Galvin, chairman and chief executive of Motorola, Inc., as the recipient of its Sword of Loyola award.

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But outlook is no better than last Congress

Makers seek Clean Air changes

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The domestic auto industry has presented its "wish last" for changes in the Clean Air Act to the Senate Environmental Committee. Aftermarket associations also gave their views.

But even though Committee Chairman Robert Stafford, Vermont Republican, hopes to report a bill to the floor by next March, the outlook is no more sanguine this Congress than it was the last when the Senate succeeded in getting a bill out of committee but did not get any floor action.

Morever, there has been no movement at all in the Democratic-controlled House where California Rep. Henry Waxman, who chairs the House subcommittee, prefers to wait for Senate action.

The law has not been changed since the major upheaval of 1977 when requirements for cars and trucks were set in concrete and the companies declared they could not meet the standards. But with the help of waivers, money and effort, they have.

Since the manufacturers have done what they said could not be done, Congress is not thought likely to roll back the standards.

This is so even though the industry case — that controlling carbon monoxide at 7.0 grams per mile instead of 3.4 g/m or controlling nitrogen oxides at 1.5 g/m instead of 1.0 g/m is more cost effective and adequate for health reasons.

The industry's perceived history — often seen as one of "crying wolf" — also taints other requests.

Thus, when industry talks about definition of "useful life" and alternatives to recall because of inability to prevent deterioration of emission controls, considered the most troublesome and serious problems, Congress is not likely to act and the only recourse the companies may have is the courts.

But it is not only the industry's credibility problem that influences lawmakers, it is the recognition that their constituents care about the environment and want the laws enforced.

This was clearly shown when former EPA chief Anne Gorsuch Burford was forced to resign and when the first administrator, William Ruckelshaus, was invited back.

• But the situation has been complicated by the acid rain controversy. Smokestacks in the Midwest emit sulfur dioxide that is carried as acid rain into the Northeastern states and Canada, destroying life in the lakes. The problem is serious and there is no politically palatable solution.

Ruckelshaus, who once thought he might be able to get agreement, has now failed to find a consensus in the Cabinet, and the White House wants nothing to do with it.

The environmentalists are telling Stafford his bill of last year needs strengthening, but most lawmakers can sniff political mischief that may set one region of the country against another. As a result they prefer to rely on bills but may shy away from casting votes during an election year.

But the two — acid rain and stationary sources, and control of car and truck emissions — are in the same law and once one section is opened for change, the auto companies and the aftermarket groups have no choice but to present their positions and hope for the best.

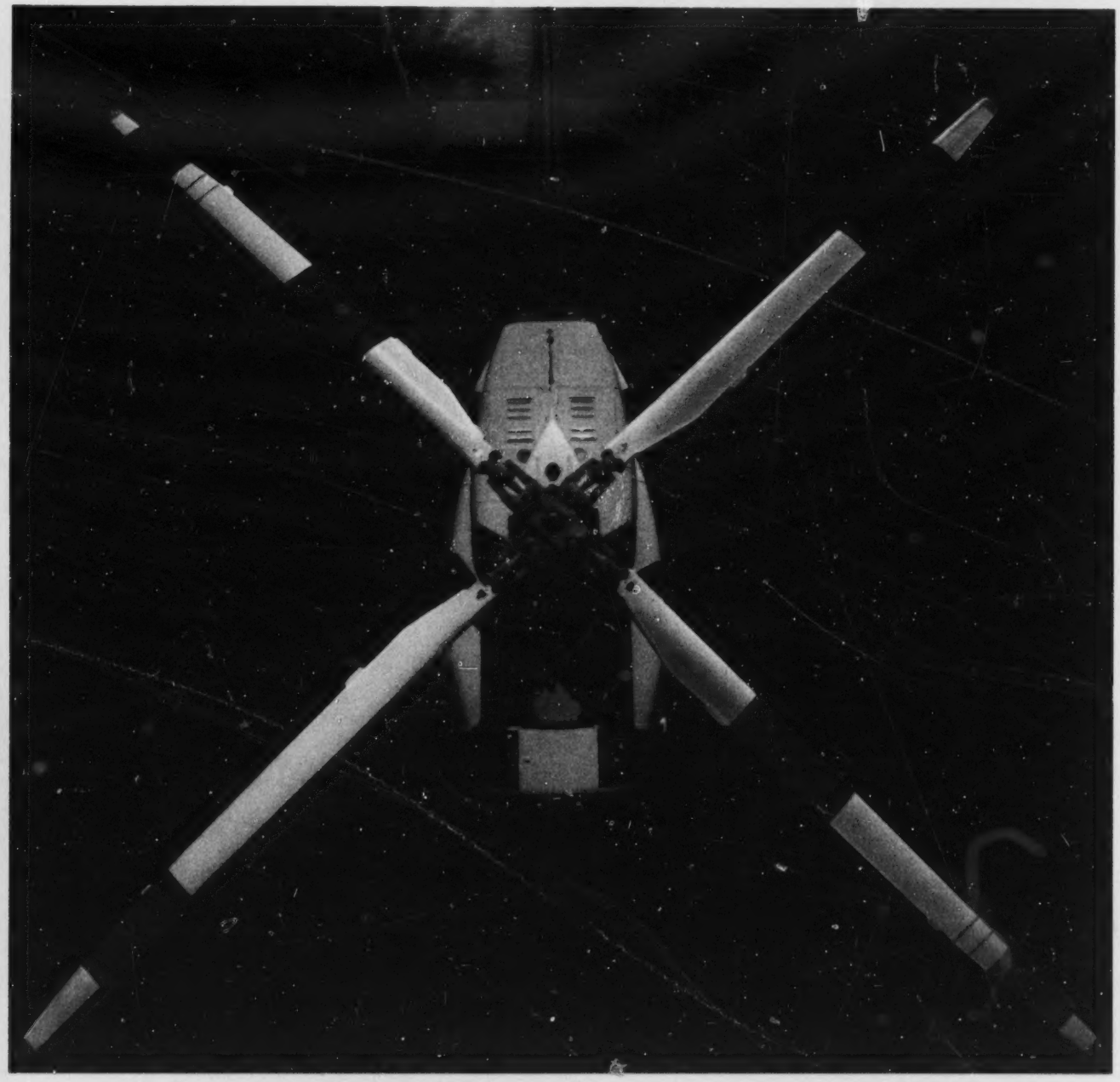
The law has not been reauthorized and sooner or later, the money to enforce it may also be endangered. The lack of reauthorization, of course, does not affect the law directly; the law stays in effect.

Moreover, acid rain is affected not only by sulfur dioxide but also to a much smaller extent by nitrogen dioxide and that pollutant is also affected to a smaller extent by nitrogen oxides emitted by cars and trucks.

This means that even though the companies feel they have more than done their share in controlling mobile sources for NOx, some lawmakers, including both Stafford in his bill and Waxman in his, want tighter NOx controls, a special problem for diesels and their particulate pollution.

Recently, MVMA President V. J. Adduci and MVMA Technical Vice President Fred Bowditch explained the costs of get-

Continued on Page 34, Col. 1



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Truck market for month, year highest since '79

Continued from Page 10

units, 10.6 percent higher than 1982. Heavies were up 35.8 percent this year, 13,204 versus 9,721.

Nine-month registrations of Group 1 trucks totaled 1,133,409 units, a gain of 22.6 percent over the year-earlier 924,170. Group 2 was up 20.9 percent, 853,265 versus 705,752. There were 13,963 Group 3 tallies, down 5.3 percent from the year-earlier 14,750.

In the medium market, 250 Group 4 vehicles were registered through September, compared with only seven a year ago. The Group 5 count was off 62.3 percent, from 1,185 units in 1982 to 447. Group 6 was up 5.9 percent to 34,113 units, compared with 32,222 last year.

There were 36,212 Group 7 registrations in the January-September period, a decline of 16 percent from the previous year's 43,118. The Group 8 count, however, was up 1.2 percent to 55,372 units, compared with 54,711 in the like period a year ago.

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NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

NINE MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-19,000	Group 5 19,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Sept., '83**	.....	.....	.....	.....	.....	.....	.....	**86**	**86**
	Sept., '82	.....	.....	.....	.....	.....	.....	.....	50	50
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**658**	**658**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	458	458
CHEVROLET	**Sept., '83**	**39,710**	**26,625**	**2,613**	.....	**31**	**608**	**835**	**47**	**70,469**
	Sept., '82	28,169	20,346	1,405	.....	28	568	514	66	51,096
	Year to Date '83	**350,591**	**269,402**	**13,508**	.....	**206**	**4,163**	**5,257**	**352**	**643,479**
	Year to Date '82	298,163	231,701	13,992	.....	298	3,892	5,521	527	554,094
(Memo Units) #	**Sept., '83**	**25,418**	**10,836**	.....	.....	.....	.....	.....	.....	**36,254**
	Sept., '82	15,326	6,888	.....	.....	.....	.....	.....	.....	22,214
	Year to Date '83	**235,739**	**112,323**	.....	.....	.....	.....	.....	.....	**348,062**
	Year to Date '82	177,147	79,453	.....	.....	.....	.....	.....	.....	256,600
DODGE	**Sept., '83**	**12,637**	**7,194**	.....	.....	.....	.....	.....	.....	**19,831**
	Sept., '82	11,455	5,016	.....	.....	.....	.....	.....	.....	16,471
	Year to Date '83	**110,843**	**73,608**	.....	.....	.....	.....	.....	.....	**184,451**
	Year to Date '82	109,401	56,756	19	.....	.....	.....	.....	.....	166,176
(Memo Units) #	**Sept., '83**	**8,103**	**5,545**	.....	.....	.....	.....	.....	.....	**13,648**
	Sept., '82	6,625	3,743	.....	.....	.....	.....	.....	.....	10,368
	Year to Date '83	**70,252**	**53,953**	.....	.....	.....	.....	.....	.....	**124,205**
	Year to Date '82	67,561	39,799	.....	.....	.....	.....	.....	.....	107,360
FORD	**Sept., '83**	**28,086**	**44,657**	.....	.....	.....	**1,119**	**1,803**	**643**	**76,308**
	Sept., '82	21,107	29,877	.....	.....	.....	1,552	1,561	755	54,852
	Year to Date '83	**245,725**	**397,363**	.....	.....	.....	**7,661**	**13,797**	**5,551**	**670,317**
	Year to Date '82	185,975	320,478	.....	.....	.....	9,758	16,386	6,834	539,431
(Memo Units) #	**Sept., '83**	**22,179**	**16,705**	.....	.....	.....	.....	.....	.....	**38,884**
	Sept., '82	13,122	11,476	.....	.....	.....	.....	.....	.....	24,598
	Year to Date '83	**189,122**	**152,609**	.....	.....	.....	.....	.....	.....	**341,731**
	Year to Date '82	104,894	121,422	.....	.....	.....	.....	.....	.....	226,316
FREIGHTLINER	**Sept., '83**	.....	.....	.....	.....	.....	.....	.....	**1,194**	**1,194**
	Sept., '82	.....	.....	.....	.....	.....	.....	.....	469	469
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**7,622**	**7,622**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	5,200	5,200
GMC	**Sept., '83**	**8,128**	**8,133**	**115**	.....	**55**	**925**	**689**	**1,023**	**19,068**
	Sept., '82	6,334	6,607	14	.....	61	635	683	598	14,932
	Year to Date '83	**78,087**	**84,672**	**453**	.....	**234**	**4,657**	**6,557**	**5,287**	**179,947**
	Year to Date '82	63,720	71,398	739	.....	878	3,356	10,613	6,420	157,124
(Memo Units) #	**Sept., '83**	**4,543**	**3,589**	.....	.....	.....	.....	.....	.....	**8,132**
	Sept., '82	2,809	1,970	.....	.....	.....	.....	.....	.....	4,779
	Year to Date '83	**47,243**	**35,387**	.....	.....	.....	.....	.....	.....	**82,630**
	Year to Date '82	31,275	21,316	.....	.....	.....	.....	.....	.....	52,591
INTERNATIONAL	**Sept., '83**	.....	.....	.....	.....	.....	**2,268**	**987**	**1,976**	**5,231**
	Sept., '82	.....	.....	.....	.....	.....	1,824	912	1,494	4,230
	Year to Date '83	.....	.....	.....	.....	.....	**14,442**	**8,266**	**13,854**	**36,562**
	Year to Date '82	.....	.....	.....	.....	.....	12,173	8,943	12,597	33,713
JEEP	**Sept., '83**	**3,652**	**1,856**	.....	.....	.....	.....	.....	.....	**5,508**
	Sept., '82	3,327	1,952	.....	.....	.....	.....	.....	.....	5,279
	Year to Date '83	**29,827**	**19,094**	.....	.....	.....	.....	.....	.....	**48,921**
	Year to Date '82	26,576	17,514	.....	.....	.....	.....	.....	.....	44,090
(Memo Units) #	**Sept., '83**	**3,652**	**1,608**	.....	.....	.....	.....	.....	.....	**5,260**
	Sept., '82	3,327	1,628	.....	.....	.....	.....	.....	.....	4,955
	Year to Date '83	**29,827**	**16,136**	.....	.....	.....	.....	.....	.....	**45,963**
	Year to Date '82	26,576	13,341	.....	.....	.....	.....	.....	.....	39,917
KENWORTH	**Sept., '83**	.....	.....	.....	.....	.....	.....	.....	**851**	**851**
	Sept., '82	.....	.....	.....	.....	.....	.....	.....	534	534
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**4,973**	**4,973**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	5,404	5,404
MACK	**Sept., '83**	.....	.....	.....	.....	.....	**221**	**83**	**1,270**	**1,574**
	Sept., '82	.....	.....	.....	.....	.....	137	48	1,057	1,242
	Year to Date '83	.....	.....	.....	.....	.....	**1,614**	**740**	**8,784**	**11,138**
	Year to Date '82	.....	.....	.....	.....	.....	1,539	458	9,666	11,663
MERCEDES-BENZ	**Sept., '83**	.....	.....	.....	.....	.....	**203**	**105**	.....	**308**
	Sept., '82	.....	.....	.....	.....	.....	139	96	.....	235
	Year to Date '83	.....	.....	.....	.....	.....	**1,356**	**721**	.....	**2,077**
	Year to Date '82	.....	.....	.....	.....	.....	1,504	737	.....	2,241
PETERBILT	**Sept., '83**	.....	.....	.....	.....	.....	.....	.....	**1,051**	**1,051**
	Sept., '82	.....	.....	.....	.....	.....	.....	.....	437	437
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**5,322**	**5,322**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	4,173	4,173
PLYMOUTH	**Sept., '83**	**199**	**167**	.....	.....	.....	.....	.....	.....	**366**
	Sept., '82	473	253	.....	.....	.....	.....	.....	.....	726
	Year to Date '83	**3,478**	**3,119**	.....	.....	.....	.....	.....	.....	**6,597**
	Year to Date '82	4,917	2,974	.....	.....	.....	.....	.....	.....	7,891
VOLVO	**Sept., '83**	.....	.....	.....	.....	.....	.....	**94**	**66**	**160**
	Sept., '82	.....	.....	.....	.....	.....	.....	48	21	69
	Year to Date '83	.....	.....	.....	.....	.....	.....	**690**	**443**	**1,133**
	Year to Date '82	.....	.....	.....	.....	.....	.....	338	144	482
WESTERN STAR	**Sept., '83**	.....	.....	.....	.....	.....	.....	.....	**31**	**31**
	Sept., '82	.....	.....	.....	.....	.....	.....	.....	31	31
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**228**	**228**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	477	477
WHITE	**Sept., '83**	.....	.....	.....	.....	.....	.....	.....	**277**	**277**
	Sept., '82	.....	.....	.....	.....	.....	.....	.....	260	260
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**1,659**	**1,659**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,750	1,750
MISCELLANEOUS*	**Sept., '83**	**45,892**	**749**	.....	**36**	**1**	.....	**19**	**74**	**46,771**
	Sept., '82	30,537	643	.....	.....	.....	.....	13	74	31,267
	Year to Date '83	**314,858**	**6,007**	**2**	**250**	**7**	.....	**184**	**639**	**321,947**
	Year to Date '82	235,418	4,931	.....	7	9	.....	122	1,061	241,548
TOTALS	**Sept., '83**	**138,304**	**89,381**	**2,728**	**36**	**87**	**5,344**	**4,815**	**8,589**	**249,084**
	Sept., '82	101,402	64,694	1,419	.....	89	4,855	3,875	5,846	182,180
	Year to Date '83	**1,133,409**	**853,265**	**13,963**	**250**	**447**	**34,113**	**36,212**	**55,372**	**2,127,031**
	Year to Date '82	924,170	705,752	14,750	7	1,185	32,222	43,118	54,711	1,775,915

★—No registrations for Oklahoma, 1983 and 1982; Kentucky and New Mexico, September, 1983.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.

—Compiled from R. L. Polk & Co. data

Check for $5,146,388 to be presented Dec. 9 — 11 years early

Chrysler to repay Delaware loan

DOVER, Del. — Chrysler Corp. will hand over a check for $5,146,388 to Delaware state officials Dec. 9, representing early repayment in full of principal and remaining interest on the state's 1980 loan to the auto maker.

Delaware was the first of several states to loan Chrysler money during its 1980 financial crisis and will be the first to get it back — 11 years early. Chrysler previously repaid $1.2 billion in loans guaranteed by the Federal Government.

"I am pleased to see Chrysler turn the situation around. Chrysler is a big employer in the state," Delaware State Treasurer Janet Rzewnicki told Automotive News. "What's good for Chrysler is good for Delaware."

She said a ceremony is being arranged for state officials to receive the check from Chrysler officials, possibly at the Chrysler assembly plant in Newark, Del. The Newark plant employs approximately 3,600 persons.

Rzewnicki was advised Nov. 7 by Thomas Metevier, Chrysler's director of local government and community affairs, of the company's intention of early repayment.

The payment will include the $5 million loan principal and remaining interest of $146,388 to Dec. 9. Chrysler has previously paid $2.5 million interest on the Delaware loan, Rzewnicki said.

Chrysler also borrowed money from the state governments of Michigan, Illinois and Indiana during its financial crunch. Rzewnicki said Metevier did not indicate when those loans might be repaid, but "I would think they will want to pay them back, too, because the loans are at high interest rates," she said.

"Delaware's loan was at 15.5 percent interest but had been scheduled to be readjusted to the New York discount rate plus 2.5 percent, or approximately 11 percent, Rzewnicki said. Chrysler would have begun repaying the principal on its Delaware loan next June 30, with the final payment due in 1994.

• "We were the first one to come to Chrysler's aid and the only state to take funds out of our General Fund — our operating money," Rzewnicki said.

"The other states made their loans out of capital funds. In effect, we took the money out of our checking account and they took it out of their savings accounts."

Officials of Delaware, itself financially strapped this year, are already maneuvering for the money from the Chrysler repayment.

Some want to use it to give a pay raise to state employes, who received no increase in this year's state budget for the first time in five years. Others want to use it for an increase for state pensioners, and still others have designs on the funds for other state programs.

Rep. Edward J. Bennett, Dover Democrat, and chairman of the legislature's Joint Finance Committee, said he favors a salary adjustment for state workers, possibly a one-time increase or a one-step increase in pay grades.

"This is a one-time loan repayment," Rzewnicki said. "If we end up giving a pay raise, there is no funding source in the years to come."

Chevy, Stevens sign

EL CENTRO, Calif.—Paul I. Stevens has signed with Chevrolet to become the owner of Womack Motors, Inc., here.

Steinbring's silver

Robert A. Steinbring, right, owner of Steinbring Chevrolet, Inc., Alexandria, Minn., receives a silver anniversary award from Donald L. Smith, Chevrolet assistant Fargo zone manager.

U.S. jury indicts bumper recyclers for price fixing

TRENTON, N. J. — A federal grand jury here returned a felonly indictment charging five corporations and five individuals with conspiring to fix prices for reconditioned automobile bumpers in the Northern New Jersey-metropolitan New York area.

Attorney General William French Smith said the indictment which charged a violation of Section 1 of the Sherman Act, was filed in the U. S. District Court.

Named as defendants in the indictment were: Keystone Automotive Plating Corp., Pomona, Calif.; Bumper Service of Newark, Inc., Newark, N. J.; JR Taylor, Inc., Mobile, Ala.; Husslein Auto Body Supplies, Inc., Hempstead, N. Y., and Auto Bumpers, Inc., Clifton, N. J.

Also, Alphonse Ronco, vice president of Keystone Automotive Plating; Charles A. Taylor, former secretary and part owner of Bumper Service of Newark and JR Taylor; Jack R. Taylor, former president and part owner of Bumper Service of Newark and current president and owner of JR Taylor; Ludwig Husslein Jr., president and owner of Husslein Auto Body Supplies, and Paul Stillwaggon, former president and part owner of Auto Bumpers.

William F. Baxter, assistant attorney general in charge of the Antitrust Division, said the indictment charged that the defendants engaged in a continuing conspiracy to raise and fix prices for reconditioned automobile bumpers from at least May or June, 1979, until at least September, 1980.

During the conspiracy, the defendants and their affiliates were the major manufacturers and sellers of reconditioned bumpers in the specified area. Sales of bumpers by the defendants were about $6 million, according to Baxter.

Auto distribution center under way in Louisiana

ST. LOUIS. — Union Pacific System is building an automobile distribution center on its Missouri Pacific Railroad west of Shreveport, La.

Work began in September on the distribution center, which will be paved, fenced and lighted. The project should be completed by February.

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factories list auction dates

American Motors

Nov. 29—High Point Auto Auction, High Point, N. C., and Aptco Auto Auction, Taylor, Mich.

Nov. 30—Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn., and Columbus

Dec. 1—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Dec. 2—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Dec. 6—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Dec. 7—Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Columbus, O., and Kansas City Auto Auction, Kansas City, Mo.

Dec. 8—Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Dec. 14—Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Columbus, O.

Dec. 15 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Dec. 16—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Dec. 20—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Dec. 21—Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Columbus, O., and Kansas City Auto Auction, Kansas City, Mo.

Dec. 22 — Minneapolis Northstar Auto Auction, Shakopee, Minn.

Dec. 28—Central States Auto Auction, Mason City, Ia., and Southern Auto Auction, Warehouse Point, Conn.

Dec. 29—Aptco Auto Auction, Taylor, Mich., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Nov. 29—Baltimore-Washington Auto Exchange, Baltimore; Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Denver Auto Auction, Englewood, Colo.; NuCarPrep System, Santa Fe Springs, Calif.

Nov. 30—Columbus Fair Auto Auction, Obetz, O.; Sand Mountain Auto Auction, Boaz, Ala.; Harrisonburg Auto Auction, Harrisonburg, Va.; Dallas Auto Auction, Grand Prairie, Tex.; Southern Auto Auction, Warehouse Point, Conn.; Golden Gate Auto Auction, Fremont, Calif.

Ford Motor Co.

Nov. 30 — Southwest Auto Auction, Phoenix, Ariz.

Nov. 30—Concord Auto Auction, Acton, Mass.

Used Car Sales
Auction Averages

November	$5,059
Month ago	$5,241
Year ago	$4,524

Model breakdown
Auction Averages

	NOVEMBER	OCTOBER	SEPTEMBER
1983	$ 9,086	$10,112	$ 9,960
1982	7,035	7,053	7,029
1981	5,735	6,114	6,179
1980	4,813	5,185	5,193
1979	4,095	4,386	4,813
1978	3,187	3,316	3,485
1977	2,475	2,365	2,523
1976	1,791	1,868	1,811
Overall Average	$ 5,059	$ 5,241	$ 5,190

New Peugeot dealership

SARASOTA, Fla. — Glauser, Inc. has been awarded a Peugeot franchise. The firm is headed by S. J. Glauser.

N-car to be priced between A and J

Sanchez outlines Oldsmobile plans

Continued from Page 2

to stay competitive," Sanchez said. "In the future there will be specific doors, specific uppers."

8. There will be no Oldsmobile rear-wheel-drive cars by the end of the decade. Most vehicles will be front-wheel-drive by the 1988-89 model years. Only the station wagon will continue to be rear-wheel drive until the end of the decade.

9. Oldsmobile has no plans to discontinue the diesel engines. The V-6 diesel will be offered on the 1985 C-cars.

Oldsmobile is attempting to sell more diesels by cutting the price of the V-6 by $300 and the V-8 by $400 this model year to make them more competitive with the gasoline engines, he said. In addition, there are incentives for Oldsmobile sales personnel.

Sanchez said he wants diesel sales to improve because the plant is currently running at 15 percent capacity, GM needs the engines to meet CAFE standards and there is a future for the diesel, especially since another energy crisis is a very real possibility.

10. He expects the GM-Toyota deal to be approved but there are no plans for Oldsmobile to get one of those models in the next five years. He also said Oldsmobile would like to have a T-type model (like Buick), but that is also not in the plans for the next three to five years. Adding those models to the Oldsmobile line in the future will depend on the marketplace, he said.

11. Dealers selling for $49 over sticker are using a "short-sighted" method to improve cash flow or more inventory. He said it is "a short-term solution for the next six, eight, nine months, but as soon as we are able to build up our supply to meet that demand, it is no solution at all."

Some dealers selling at $49 over sticker have complained they can't get enough cars to fill their orders. According to Sanchez, it is Oldsmobile policy to fill sold orders first before stock orders, but the sold orders are distributed depending on a dealer's sales history. Often, the dealers selling at $49 over are the smaller dealers, he said.

• "Our policy is to distribute cars as evenly as we can," Sanchez said. "Every dealer in the country is saying they aren't getting enough cars. Part of their problem (dealers selling at $49 over) is, I think, that they have a very serious inferiority complex. They have to explain to a customer why they took an order knowing the car was not on order. It is very easy to transfer blame to the factory.

"The other dealers, I assume, know how many cars they are going to receive and they stay within that sales ratio. What happens at a time of short inventories is that the small dealer who has generated very little volume always screams bloody murder because he's never getting enough cars and he thinks we are treating him differently than anybody else.

"The big dealer who would like to sell 500 cars but is getting only 400 complains, but he doesn't do it publicly," Sanchez said. "He's a big dealer and he understands the prestige that he has within the organization. He feels certain of himself and doesn't feel prejudice if he receives 20 percent fewer cars than he orders.

"The little dealer who used to sell 20, now wants 40 and is only getting 32. He thinks we are picking on him because he's small. Our policy is to deliver cars to every dealer in line with the volume they generated with the sales history," he said.

Sanchez said Oldsmobile has no plans to try to stop dealers from selling at $49 over sticker, but he warned that "it is a very advantageous system at a time when demand is high and product is low, but when the situation becomes competitive and there is enough product around the country to satisfy demand, a dealer that sells strictly on the basis of price is not a dealer that has any kind of future."

• Sanchez again stressed that Oldsmobile would like to take the number two sales spot from Ford Division for the 1984 model year.

"Our objective is to be in second place this model year," he said, "but if I had to bet on it with my money, I'd want very small odds because it would be the first time ever. It is an objective that has been accepted, not only by our wholesale organization, but by our dealer organization."

According to Sanchez, Oldsmobile led the race this calendar year through June 20 and topped Ford Division in October, the first full month of the 1984 model year.

For the middle 10 days of November Oldsmobile beat Ford by 3,397 units, leaving Oldsmobile ahead by over 4,000 units for the '84 model year.

For the calendar year, Ford Division tops Oldsmobile by 21,183 units.

While Sanchez believes Ford is the competition, not sister divisions, he said "falling into fourth place behind a sister division is as bad as falling into fourth place behind Chrysler, which was also in the cards many years ago." Buick currently holds fourth place.

Ford Oldsmobile to overtake Ford for second place will not be accomplished by increasing C-car sales but by continuing to improve Cutlass Ciera sales by 40 percent in 1984 and by "getting the Firenza up another quantum jump of 80 to 100 percent from the low level we achieved in 1982." In 1982, Oldsmobile sold 28,282 Firenzas.

New Maepsy-Na hikes sales for GM partner in Korea

SEOUL, Korea.—Daewoo Motor Co., a 50-50 joint venture with General Motors, has exceeded its 1983 sales forecast for Korea's small-car market, according to the Daewoo Group.

Due to sales of the Maepsy-Na, a new model introduced in September, the company seized 42 percent of Korea's domestic small-car market in October, up from a 19 percent share in the year-ago month.

Daewoo's small-car market share for the first six months of 1982 was 6.9 percent.

Daewoo's share of the market rose in the first half of 1983, to 24.4 percent, and then leaped to its October share of 42 percent. The company's total sales for October came to 4,640 units, including 1,951 Maepsy-Nas.

Daewoo President M. K. Choi expects continuing increases in Korean sales of the new model. "The Maepsy-Na," he said, "has a number of timely, popular advantages over its competitors."

He said that the Maepsy-Na is equipped with coil-spring suspension in both front and rear, unlike other models, which are outfitted with rougher-riding leaf springs in the rear.

"Perhaps the most important factor," said Choi, "is the greater safety afforded by the new model's body design."

Many of the cars sold by Daewoo's competition have been used as taxis, and Choi feels that this, too, works to the advantage of the new vehicle.

"More and more people in Korea are becoming drivers," he said, "and I don't think new drivers are going to want to drive cars that look like the taxis they used to ride in."

The Maepsy-Na has a sticker of $5,800.

Daewoo Motor Co. reported a net profit of $1.4 million for the first six months of 1983 on sales of $180 million, up 58 percent over the same period in 1982.

MARKET SHARES

9 MONTHS
1983 VS. 1982

Make	1983 Market Share	1982 Market Share	Pct. Pt. Change '83 vs. '82
Chevrolet	14.63	15.86	−1.23
Ford	11.32	11.66	−0.34
Oldsmobile	10.76	9.78	+0.98
Buick	9.15	8.99	+0.16
Toyota	6.33	7.10	−0.77
Nissan	6.07	6.03	+0.04
Pontiac	5.72	5.95	−0.23
Honda	4.49	4.89	−0.40
Mercury	4.39	4.13	+0.26
Dodge	3.49	3.16	+0.33
Cadillac	3.17	2.91	+0.26
Plymouth	3.02	3.20	−0.18
Chrysler	2.84	2.13	+0.61
AMC	2.14	1.20	+0.94
Mazda	1.96	2.06	−0.10
Subaru	1.68	1.82	−0.14
VW	1.60	1.97	−0.37
Lincoln	1.10	1.02	+0.08
Volvo	1.05	1.01	+0.04
Mercedes	0.82	0.84	−0.02
BMW	0.65	0.66	−0.01
Audi	0.52	0.59	−0.07
Other Imports	3.09	3.00	+0.09
Misc. Dom.	0.01	0.04	−0.03
TOTAL	6,566,402	5,656,444	

Based on new-car registration figures from R. L. Polk & Co. Registrations not available for Oklahoma, delayed for New Mexico and Kentucky.

Mitsubishi opens new parts center

FOUNTAIN VALLEY, Calif.—Mitsubishi Motor Sales of America has opened its Western Distribution Center in Cypress, Calif., according to Daniel McNamara, vice president - corporate parts.

The 14,000-unit inventory includes all parts needed to service Mitsubishi's lineup of cars and trucks. Designed primarily as a distribution center for the Western region, the facility is tied into MMSA's national computer network and is capable of providing overnight delivery of parts and accessories to any of the 75 U. S. dealers.

Seated safely

Nissan will offer this child safety seat through its nearly 1,100 U. S. dealerships. It plans to sell 13,000 the first year. A free stuffed animal will be given away with each seat purchased through Jan. 31.

Ford sees new impetus toward world car concept

Continued from Page 1

ations into a single unit, as General Motors did with its Worldwide Truck and Bus Group, Lutz said. But the three Ford truck operations have been encouraged to work very closely in development.

"We are very encouraged by their progress," he said.

The Spanish-produced Fiesta was the first European or American-made car of that size to be profitably produced, Lutz said. Spain still ranks with Germany and Belgium among Ford's most productive operations, he said.

The least profitable operations for Ford have been in Great Britain, although some plants there have made great absolute gains. Some British components plants, such as the Bridgend (Wales) engine plant, are among the company's most efficient, Lutz said.

There has been no decision as to the fate of Ford's small Cork (Ireland) assembly plant, although, "We do have to study the viability of plants that size," he said.

Ford has been investing an average of $1 billion a year in its international operations and has made money on its overseas operations every year since 1948, Lutz said.

He said he expects Ford International to continue to be one of the largest contributors to the company's profitability.

• Ford is using only 81 percent of its capacity in Europe, so expansion there is "highly improbable," Lutz said.

One of the reasons is that the Japanese now take about 10 percent of the European market—equivalent to about one million units or five assembly plants, Lutz said.

To contain the Japanese in Europe, Ford has become highly competitive in product, price and manufacturing technology—each of which erodes profits, he said.

One of the reasons that Ford's German workers agreed to allow Ford to ship cars to Scandinavia from Brazil was that they recognized that those sales otherwise would be lost to the Japanese in Scandinavia's unrestricted markets, he said.

About 10 percent of Ford's European products have been sourced outside Europe, Lutz said' "but that is bound to grow."

Asked about any impact of the political unrest in Cyprus on Ford's Turkish joint venture, Lutz said the effect has been minimal.

"Turkey has stabilized well over the past three to four years," he said.

A skeleton crew is maintaining Ford's plant in Alexandria, Egypt, while Ford is negotiating with the government "on a mutually economical way to operate that plant," he said.

Bait-and-switch complaints spur action in N. J.

Continued from Page 1

comment before a new regulation takes effect.

The complaints received by Consumer Affairs, a division of the state Attorney General's Office, involve dealers throughout the state and are not centered in any one geographical area. Barry could not give a precise number of dealers who have complaints against them, though a spokesman for the division said nearly every dealer in the state has complaints filed against them. According to NADA figures, there are 737 franchised auto dealers in the state.

While the division would not reveal any names of dealers, the complaints are investigated and there is a possibility of legal action.

Barry stressed the dvision's goal was to stop illicit practices in advertising and business.

obituaries

Richard E. Anderson

POMPANO BEACH, Fla. — Richard E. Anderson, 57, senior vice-president of Zimmer Corp. and president and founder of Windsor Mobile Homes, Inc., a subsidiary, died Nov. 20 at his home near Bristol, Ind.

Lewis E. Fleuelling

MONROE, Mich. — Lewis E. Fleuelling, who served Monroe Auto Equipment Co. for 33 years in engineering, marketing and executive positions, died Nov. 14. Mr. Fleuelling joined Monroe in 1947 as a project engineer. He was named senior vice president in 1978.

Peter D. Roto

ARLINGTON HEIGHTS, Ill. — Peter D. Roto, 81, founder of Roto Lincoln-Mercury-Subaru-IVECO, Inc. here, died Oct. 29. He opened a Hudson dealership in Chicago in 1925.

C. P. (Jack) Williams

SAN DIEGO, Calif. — C. P. (Jack) Williams, 82, for many years an automotive service consultant, died Nov. 11. Beginning as a mechanic, Mr. Williams became a car dealer before beginning his consultant business. The men he trained in auto service formed the Jack Williams Service Council about five years ago to carry on his work. Mr. Williams himself remained active until earlier this year.

Year-to-date total 30 pct. ahead of 1982

98,598 cars built in three-day week

By Mary Beth Mayer
Staff Writer

With only three days of production last week due to the Thanksgiving holiday, domestic auto output fell 42.25 percent short of the previous week's five-day total.

The auto makers targeted 98,598 units last week, down from 170,732 the previous week but up 48.89 percent over the 66,224 assembled in the year-ago week, also shortened by the holiday.

Because of the holiday, some of the totals for the week ended Nov. 19 are estimated.

So far this year, the manufacturers have finished 6,116,305 cars, 30.76 percent more than the 4,677,782 assembled at this time last year.

Breakdown for last week by company was: General Motors, 57.63 percent; Ford Motor Co., 21.60 percent; Chrysler Corp., 15.09 percent; American Motors, 3.50 percent; Honda, 1.14 percent, and Volkswagen of America, 1.04 percent.

Ford had six car plants on daily overtime last week. They were: Chicago, Edison (N. J.), Kansas City, Lorain (O.), St. Louis and Wayne (Mich.).

Last week at Chrysler, the Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 points put in two 9-hour shifts on Monday and Tuesday and two 8-hour shifts on Wednesday.

The Chrysler Jefferson (Detroit) facility worked two 8½-hour shifts the first two days of the week and two 8-hour shifts on Wednesday. Finally, the St. Louis No. 2 plant worked one 10-hour shift three days last week.

All U. S. car facilities were idle last Thursday and Friday in observance of the Thanksgiving holiday.

Truck makers assemble 35,018 in holiday week

The holiday week pulled domestic truck production down 40.14 percent from the previous week's five-day total. All U. S. truck assembly points were idle last Thursday and Friday in observance of Thanksgiving.

Last week, the makers slated 35,018 trucks, down from the previous week's 58,499, but up 44.59 percent from 24,220 units built in the comparable 1982 period, also shortened by the holiday.

Because of the holiday, some of the totals for the week ended Nov. 19 are estimated.

So far this year, the manufacturers have completed 2,168,176 trucks, a 24.40 percent gain from last year's 1,742,983.

All six Ford facilities were on daily overtime schedules last week.

Car production steady in Canada; trucks decline

Last week's Canadian car production was targeted at 21,301, up 161 units from the previous week's 21,140 and 23.60 percent over the 17,235 built in the year-ago period.

So far this year, the manufacturers have completed 875,932 cars, leading the year-ago output of 773,121 by 13.30 percent.

Truck production last week was estimated at 14,561, a fall of 3.18 percent from the prior week's 15,038. It was nearly double the year-ago week's total of 7,311.

Year-to-date, there have been 494,347 trucks completed, up 10.73 percent from 446,481 finished at this time last year.

So far, there have been about 9,250 T-115 minivans built at Chrysler Corp.'s Windsor facility.

TV special to kick off drive for Harrah museum in Reno

RENO. — A two-hour television special which will kick off a fund-raising drive to establish a museum here for 300 cars from the William Harrah collection was taped here last week.

Called "Superstars and Classic Cars," the special is being syndicated for broadcast between Jan. 8-10, 1984. The show is sponsored by Chrysler Corp. with assistance from Time-Life, Inc., and was produced by Dick Clark Productions.

In addition to sponsoring the show, Chrysler donated two prototype vehicles to the William F. Harrah Foundation to be included in the collection.

Joseph Campana, Chrysler marketing vice president, said that the two vehicles, a Dodge Caravan and a Chrysler Laser, are hand-built prototypes with an estimated value of $250,000 each.

"These two new revolutionary concepts are part of an investment of over $1 billion by the New Chrysler Corp. to build fuel-efficient, high-technology cars at an affordable price," Campana said.

• The hand-crafted prototypes represent some 24,000 man-hours of construction. Life Magazine also donated $35,000 to the foundation, which is seeking to raise $10 million over the next several years which will go toward building a new museum for the collection in downtown Reno.

The television special, which will star Bill Cosby, Debbie Reynolds, John Davidson and Lisa Hartman (as well as cameo appearances by a number of other performers who have starred over the years at Harrah's Casino), was taped before a benefit audience of 1,500 who paid between $100 and $200 to see the show.

The benefit and related activities surrounding William F. Harrah Week here were expected to raise $500,000.

The 1,100-car collection is owned by Holiday Inns, which purchased the Harrah operation several years ago.

Three hundred of the vehicles have been donated to the Harrah Foundation, which was formed after Harrah's death in 1978 in order to preserve the collection. These are the cars which will be on display at the proposed museum.

Zahrte joins company

VIRGINIA BEACH, Va.—William Zahrte has joined Dealer Management Systems. He will be responsible for increasing sales volume and profits of dealers.

8 scholarships awarded in 4-H auto program

CHICAGO. — Eight young persons have been awarded $1,000 scholarships in the national 4-H automotive awards program.

Awards will be presented here today (Nov. 28) at the 62nd National 4-H Congress. They were sponsored by Firestone Tire & Rubber Co.

Winners are: Kevin Mullineaux, 18, Monrovia, Md.; Ted Sims III, 18, Clemson, S. C.; Dan Jensen, 17, Hampton, Neb.; Ross Sestak, 18, El Reno, Okla.; Rick Muterspaw, 19, Springboro, O.; John Carnes, 18, Monroe, N. C.; Jimmy Van Wagner, 17, Citra, Fla., and Rocky Sylvester, 18; Nashua, Mont.

Nearly 90,000 boys and girls participate in the national 4-H automotive program.

U. S. CAR PRODUCTION

	Week Ended Nov. 26, 1983	Week Ended Nov. 27., 1982	Week Ended Nov. 19, 1983	Nov. to date	Jan. 1 to Nov. 27., 1982	Jan. 1 to Nov. 26, 1983
AMERICAN MOTORS	3,450	2,310	5,792	19,145	92,496	178,277
AMC Total	.....	488	.....	.....	48,242	4,071
Concord	.....	.....	.....	.....	.....	4,068
Eagle	.....	.....	.....	.....	.....	3
Renault Total	3,450	1,822	5,792	19,145	44,254	174,206
Alliance	1,725	1,822	3,000	10,505	44,254	142,874
Encore	1,725	.....	2,792	8,640	.....	31,332
CHRYSLER CORP.	14,880	8,926	24,800	58,738	543,817	798,186
Plymouth Total	4,530	3,644	7,550	16,803	218,330	277,046
Horizon	1,620	1,092	2,700	4,920	69,306	103,614
Reliant	2,820	2,478	4,700	11,454	147,731	168,234
Caravelle	60	74	100	280	1,293	4,769
Gran Fury	30	.....	50	149	.....	429
Chrysler Total	5,040	1,328	8,400	20,801	105,029	204,309
LeBaron	1,080	722	1,800	4,420	89,929	76,767
Laser	1,560	.....	2,600	5,882	.....	18,286
Chrysler	1,080	556	1,800	4,721	15,100	97,094
Fifth Avenue	1,320	.....	2,200	5,778	.....	12,162
Dodge Total	5,310	3,954	8,850	21,134	220,458	316,831
Omni	1,860	1,401	3,100	5,655	64,741	113,545
Aries	2,220	1,717	3,700	9,360	117,341	127,593
Daytona	540	.....	900	3,027	.....	12,452
Dodge 400	.....	347	.....	.....	28,559	18,478
Dodge 600	660	489	1,100	2,939	9,817	44,046
Diplomat	30	.....	50	153	.....	717
FORD MOTOR	21,293	18,087	35,487	126,698	1,007,548	1,399,370
Ford Division	13,700	11,697	22,833	83,041	629,843	907,971
Escort	4,352	4,462	7,254	27,395	247,208	257,593
Fairmont	.....	2,170	.....	.....	116,651	23,728
Mustang	2,052	2,266	3,421	11,535	113,539	109,429
LTD/Granada	2,366	2,755	3,944	14,911	116,839	161,335
Thunderbird	2,133	.....	3,554	12,027	29,326	172,494
Crown Victoria/Ford	860	.....	1,433	5,111	.....	84,630
EXP	220	44	366	603	6,280	2,069
Tempo	1,717	.....	2,861	11,459	.....	96,752
L-M Division	7,593	6,390	12,654	43,657	377,741	491,399
Mercury Total	6,141	5,175	10,234	35,988	288,789	397,620
Lynx	898	1,176	1,497	5,362	76,592	67,947
Capri	352	456	587	2,147	30,742	22,930
Zephyr	.....	546	.....	.....	37,088	8,601
Marquis/Cougar	1,098	1,212	1,830	6,358	52,829	68,524
Cougar/XR7	1,717	.....	2,861	10,888	10,580	116,096
Gr. Marquis/Marquis	1,292	1,756	2,153	7,567	79,228	85,615
LN7	.....	31	.....	.....	1,730	290
Topaz	784	.....	1,306	3,666	.....	27,617
Lincoln Total	1,452	1,215	2,420	7,669	88,952	93,779
Continental	280	243	467	1,437	18,319	11,091
Lincoln	360	727	599	1,928	43,272	55,673
Mark VI/VII	812	245	1,354	4,304	21,361	27,015
GENERAL MOTORS	56,825	35,110	100,458	334,321	2,955,313	3,606,426
Buick Division	11,785	9,715	20,090	70,677	690,408	811,165
Skylark	1,506	2,059	3,337	10,896	127,747	99,951
Skyhawk J	2,053	606	2,497	9,016	60,289	69,159
Century	1,940	1,574	3,727	12,035	104,172	152,678
Regal	2,376	2,449	3,822	14,882	190,572	217,743
Buick	3,068	2,441	5,121	19,090	168,177	223,824
Riviera	842	586	1,586	4,758	39,451	47,810
Cadillac Division	3,941	3,708	6,916	23,591	222,230	279,848
Cimarron	303	294	530	1,810	8,369	18,706
Seville	423	354	774	2,531	20,686	51,704
Eldorado	807	757	1,479	4,842	51,997	66,698
Cadillac	2,408	2,303	4,133	14,408	141,178	162,740
Chevrolet Division	19,936	7,750	33,224	113,317	936,616	1,197,359
Chevette	2,614	.....	4,356	14,849	189,987	187,251
Cavalier	4,637	1,038	7,720	26,578	86,131	277,539
Celebrity	3,780	721	6,300	20,464	61,263	156,082
Camaro	3,276	1,483	5,459	17,613	199,565	178,717
Citation	1,161	1,602	1,935	6,564	148,632	75,806
Malibu/El Camino	299	1,363	498	1,747	115,368	99,152
Monte Carlo	2,696	1,235	4,493	15,002	74,823	110,655
Chevrolet	1,008	308	1,680	7,991	38,533	83,330
Corvette	465	.....	775	2,509	22,514	25,027
Oldsmobile Division	14,292	10,977	26,551	85,037	710,996	928,982
Omega	983	1,021	1,733	5,927	69,777	51,710
Firenza	1,098	675	1,788	6,254	41,532	44,515
Cutlass	4,128	3,134	7,995	25,225	195,079	276,773
Cutlass/Ciera	2,746	1,681	5,566	17,688	114,433	194,438
Oldsmobile	4,805	3,936	8,456	26,659	258,571	323,293
Toronado	532	529	1,015	3,284	31,604	38,253
Pontiac Division	6,871	2,960	13,677	41,699	395,063	389,072
Acadian†	.....	.....	339	784	9,489	13,706
2000	1,776	988	4,363	11,439	36,611	102,630
1000	600	.....	1,088	3,166	32,760	38,705
Firebird	1,708	406	3,298	10,171	118,270	92,430
Phoenix	305	485	589	1,778	43,537	23,165
G. Prix/Bonneville	924	1,027	1,966	6,368	124,054	86,878
Parisienne	208	.....	472	2,067	.....	10,974
Fiero	1,350	.....	1,562	5,926	.....	20,584
6000	.....	.....	.....	.....	30,342	.....
HONDA	1,125	60*	1,853	5,999	250*	46,536
VOLKSWAGEN	1,025	1,731	2,342	8,317	76,159	87,510
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	98,598	66,224	170,732	533,218	4,677,782	6,116,305

CANADIAN CAR PRODUCTION

	Week Ended Nov. 26, 1983	Week Ended Nov. 27., 1982	Week Ended Nov. 19, 1983	Nov. to date	Jan. 1 to Nov. 27., 1982	Jan. 1 to Nov. 26, 1983
AMERICAN MOTORS	720	.....	730	2,727	28,252	26,635
CHRYSLER CORP	.....	.....	.....	.....	144,488	104,365
FORD MOTOR	7,580	8,449	7,628	29,051	262,565	247,677
GENERAL MOTORS	12,776	8,786	12,602	49,259	328,359	487,718
VOLVO	225	.....	180	765	9,457	9,537
Total Cars, Canada	21,301	17,235	21,140	81,802	773,121	875,932
N. American Cars	119,899	83,459	191,872	635,020	5,450,903	6,992,237
N. American Trucks	49,579	56,155	73,537	248,316	2,189,464	2,662,523
North American Cars and Trucks	189,478	139,614	265,409	883,336	7,640,367	9,654,760

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 26, 1983	Week Ended Nov. 27., 1982	Week Ended Nov. 19, 1983	Nov. to date	Jan. 1 to Nov. 27., 1982	Jan. 1 to Nov. 26, 1983
CHEVROLET	11,470	7,305	19,117	64,312	601,647	753,306
DODGE	2,400	1,400	4,000	13,444	115,083	131,266
FORD	13,271	11,241	22,118	74,265	634,432	841,184
GMC	3,637	2,086	6,215	21,233	208,422	238,369
INTERNATIONAL	760	626	1,231	4,187	42,552	46,522
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,010	512	3,320	11,780	79,514	34,450
NISSAN	840	.....	1,448	4,795	.....	13,540
AM GENERAL	30*	50*	50*	170*	2,230*	2,260*
MISCELLANEOUS	600*	1,000*	1,000	3,400*	51,000*	45,200*
Total Trucks, U. S.	35,018	24,220	58,499	197,586	1,742,983	2,168,176

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 26, 1983	Week Ended Nov. 27., 1982	Week Ended Nov. 19, 1983	Nov. to date	Jan. 1 to Nov. 27., 1982	Jan. 1 to Nov. 26, 1983
CHRYSLER CORP	4,778	.....	5,402	13,146	92,404	120,726
FORD MOTOR	3,400	2,932	3,361	13,495	124,450	129,386
GENERAL MOTORS	6,248	4,118	6,142	23,581	219,373	239,063
INTERNATIONAL	135	261	133	506	10,254	5,172
Total Trucks, Canada	14,561	7,311	15,038	50,730	446,481	494,347
N. American Trucks	49,579	56,155	73,537	248,316	2,189,464	2,662,523

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

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Renault's R-25

On sale in Europe next March

Renault plans to sell its R-25 in Europe next March. It will replace the R-20/30 big cars and will be offered with a choice of three gasoline engines and two diesels. It is 183 inches long and sits on a 107-inch wheelbase. Weights are 2,650 and 2,833 pounds. Renault officials said there are no plans to sell the car in the U. S. Story on Page 24. Other picture on Page 61.

Ford proposes four-year test of two million cars equipped with passive-restraint system

By Helen Kahn
and
Matt DeLorenzo

Ford Motor Co. is proposing a four-year, two-million-car test fleet for passive belt and/or air bags.

Ford also is proposing a radical change in test procedures for passive restraints, a mandate for all auto makers to equip 5 percent of their car fleets with passive systems and a concerted effort by all safety advocates to get states to pass mandatory belt-use laws.

Ford's recommendations were announced to Transportation Secretary Elizabeth Dole in hearings in Kansas City. The Kansas City meeting was the second in a series of three hearings on the merits of Safety Standard 208, which would require automatic crash protection in passenger cars.

Hearings were conducted earlier in Los Angeles and will conclude this week in Washington. NHTSA Administrator Diana Steed conducted the Los Angeles hearings.

In Kansas City, Ford Vice President Helen O. Petraukus acknowledged Ford's plan for the two-million-car test would need "extraordinary leadership" from government, a "substantial commitment of resources from makers," and a "willingness" from all to admit that belt usage is central to protecting car occupants.

What Petraukas failed to mention is that air-bag advocates will scream about further delay, saying that air bags have been tested and proved over the years. They will also protest vigorously any downgrading of the test procedure to stretch and pull for belts and any weakening of air-bag testing.

Sister auto makers may also not be enthusiastic about being forced into another test fleet—after the one planned by former Secretary William T. Coleman in December, 1976, for a half-million cars failed to get off the ground with a change in Administration.

• The Reagan Administration—the strongest advocate in many a year of laissez-faire and states' freedom to act on their own—may well not embrace the idea of jawboning states to force motorists to buckle up.

But precisely because the Ford plan is guaranteed to make all parties angry, it may be the most positive proposal to come out of the three-days of hearings, following the Supreme Court's remand last June. Even so, were the Ford plan adopted, it also might face a legal test.

Ford's position is that before Americans spend billions, they must be "certain" that air bags are effective and that automatic belts will not be "bypassed or permanently disabled." But since active belts are in all cars, a way must also be found to achieve their benefits.

"Forcing" passive restraint on motorists without assurance they will be accepted could mean a "major and possible unrecoverable setback" for the cause of safety and it might even cause "grave economic dislocation" for the industry.

What Ford also wants is to substitute a full crash test with instrumentation for a mere static test or "stretch and pull" for passive belt systems and a "designed to conform" procedure with a limited test for air bags.

• Ford also wants an industrywide rule — to get "valid" answers to questions, where at present there is only limited

Continued on Page 58, Col. 1

Formal approval could come before Christmas

FTC staff urges OK for GM-Toyota

WASHINGTON. — The Federal Trade Commission's Bureau of Competition has recommended that the FTC give its approval to the General Motors-Toyota joint auto production venture.

And the commissioners usually follow the recommendations of their staff. Formal approval could come before Christmas.

FTC approval is the last obstacle to the agreement between GM and Toyota to build 200,000 subcompact cars of Toyota design in GM's unused assembly plant in Fremont, Calif.

In addition to the 200-page Bureau of Competition report, FTC commissioners will also receive a 900-page neutral analysis from its Bureau of Economics and an independent opinion from John Kwoka, a former FTC economist now teaching at George Washington University, which finds the proposal anticompetitive.

Tentatively scheduled to present their opposing views next week are representatives from Chrysler Corp., Ford Motor Co. and American Motors.

If the FTC allows the joint venture to go through, it appears likely that a suit will be filed by Ford and Chrysler, possibly joined by AMC.

• Speculation is that the commission will split three to two in favor of the venture, with the Reagan Administration appointees outvoting former Democratic Chairman Michael Pertschuk and liberal Republican Patricia Bailey, who are expected to oppose the plan.

Clarence Ditlow III said he is trying to raise money to pay a law firm to challenge participation of FTC Chairman James C. Miller III in the vote on grounds that his acceptance of more than $75,000 in fees from GM before he joined FTC should disqualify him.

Miller has said he will not recuse himself from the decision. Even if he did, a tie vote would be the likely outcome and a tie vote would allow the venture to go through. Commissioners Terry Calvani and George Douglas are expected to vote for approval.

Approval of the proposal would allow GM, the world's largest auto maker, and Toyota, the third largest in the world and the biggest importer of cars to the U. S., to exchange marketing data.

The FTC staff report did find potentially troubling problems in the deal and proposed that the venture be closely monitored. But, it concluded that there is not sufficient evidence for FTC to challenge the legality of the venture at this point.

Ford and Chrysler contend that the joint venture could have a wide variety of anticompetitive effects, including possible price collusion and exchange of future product plans.

The FTC staff report said that instead of trying to block

Continued on Page 61, Col. 1

breaking news

Toyota to import van as a commercial

LOS ANGELES.—Toyota Motor Sales, U.S.A., will offer a commercial version of its van in early 1984. While current van models are imported under the passenger-car quotas the commercial versions will be brought in as trucks and therefore will be subject to the 25-percent truck tariff. Toyota feels there is sufficient demand among fleets and van upfitters to justify the move. The number of commercial vans will not be restricted, while passenger vans under quota are limited to 3,000 a month.

Ford to recall 1,200 workers next year

DEARBORN.—Ford Motor Co. will add a second shift to its Atlanta assembly plant next year returning 1,200 workers to the job. Most of those employes are expected to

See BREAKING NEWS, Page 8, Col. 1

And it could be even better, he says, if Washington would clean up its act

GM's Smith predicts '84 sales of 14 million

By Al Fleming
Industry Editor

Roger B. Smith, chairman of General Motors, forecasts sales of new cars and trucks in calendar year 1984 will total 14 million units, and could "easily beat" that mark "if we get the things needed in Washington in terms of a stable economy and handling of the budget deficit."

Interviewed for Forecast '84, a special section of Automotive News that will run the Smith interview in its entirety next Monday (Dec. 12), the GM chairman also said that:

1. The company's capital spending programs in 1984 and possibly 1985 will be higher than in 1983 because of "some new, ambitious programs that we're undertaking."

2. He believes there will be a 20-million vehicle sales year in the U. S. by the 1990s (compared to the current record of 14.9 million units set in 1978).

3. By the 1990s there will be a labor shortage in the U. S., as a result of unprecedented economic growth and technological breakthroughs that will spawn new industries.

Looking toward the near term, Smith said GM's first-quarter 1984 production schedules will reflect the company's optimism as it heads into the new year.

"We've got every possible plant back (in production) that we can have back. We have two brand new assembly plants (in Lake Orion, Mich., and Wentzville, Mo.) on stream Dec. 1, so the (production increase over first-quarter 1983) will be substantial," he said.

A major hurdle facing GM next year will be new-contract bargaining with the UAW. Their current national agreement expires Sept. 14.

Smith listed "job security" as the issue he believes will be of "paramount importance" in the talks. He said he expects bargaining will focus on "how we work together with the union and our people to make sure we're competitive, and have good jobs for them."

In discussing recent organizational changes among GM staffs and divisions, Smith said the

Continued on Page 61, Col. 4

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Federal judge's ruling sets a trial for Jan. 1

GM loses a move on X-car debate

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — General Motors has lost a major procedural move in the continuing litigation over whether some 1.1 million X-body cars have a safety-related defect.

GM denies it and the government — using GM's own internal documents — says the defect exists and GM knew about it. Trial on the defect issue itself is set for Jan. 1.

GM has contended that the federal court cannot act until NHTSA has itself gone beyond its current initial finding of defect and reached a final determination of defect after having given GM its full rights to defend itself.

The government counters it saved time by going directly to court where GM is guaranteed a trial.

Federal Judge Thomas P. Jackson, in a six-page decision last week, notes that GM's concept of the law seems to be that the government is the "exclusive (or at least the primary) arbiter" of vehicle safety but the court agrees with the government when it says that manufacturers have an "independent duty" to notify owners and to remedy safety-related defects — "with or without a Secretary's order to that effect . . . and a manufacturer who fails in it is in violation of the Act."

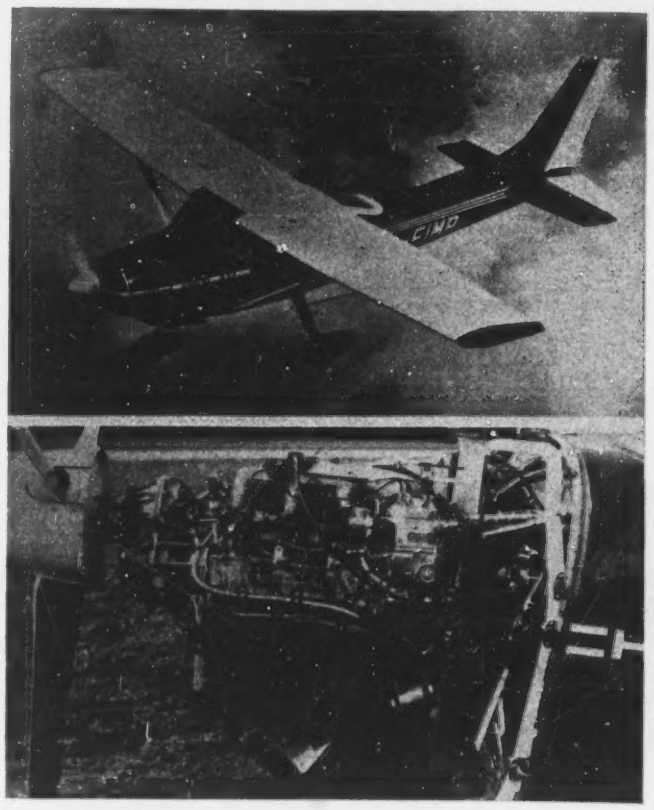
Moreover, says Judge Jackson, the government is obliged to tell the Attorney General when it knows of noncompliance by an auto maker without conditions of time or the status of its administrative proceedings.

Jackson, denying one of the two major GM motions, finds no reason for the case not to go to trial, since NHTSA has nothing ongoing at the present. As for GM's contention that some government charges are themselves defective — that GM breached its duty by failing to make a "good faith" finding of a safety-related defect — Jackson says "it would make no sense to construe it to allow a manufacturer to evade the duty by the expedient of declining, however innocently, to reach its own conclusions as to the relationship between a defect in its vehicles and the safety of the traveling public."

GM has consistently and repeatedly declared that the company never found a safety-related defect in the X-body brakes and that the government has misread more than 100,000 GM documents detailing engineers and some corporate executives' concern over unsolved brake "problems."

In fact, a footnote in a GM filing in court on Nov. 20 indicates the irrelevancy of various documents on the opinion of any GM workers other than two officials.

The footnote says: "Under well-established GM corporate procedures, only the Vice President and Group Executive for North American passenger cars, or in his absence the President of GM, is authorized to determine whether a safety-related defect exists."



Porsche takes to the sky

Porsche is developing its 911 engine for aviation use. Introduced with the 911 sports car in 1963 and still powering the 911 Carrera, the air-cooled "boxer" six combines high output with quiet and simple operation. Unlike other airplane engines, it is designed to run on regular-grade automotive gasoline. The Porsche PFM 3200 is the culmination of a two-year development program. Flight testing began in September and certification is expected by mid-1984.

German merger rumor links BMW and MAN

By Richard Feast
European Editor

LONDON. — Now this is just idle speculation — or is it?

In West Germany lately there has been a lot of talk of a merger between up-market auto maker BMW and troubled heavy truck specialist MAN.

The fact that BMW's success has continued through the recent economic slump and that MAN's fortunes have seldom been at a lower ebb is only part of the story.

Both companies are located in Bavaria, the southern German state. The strong regional sense which Bavarians feel should not be under-estimated. It was underlined by the rejection by Minister President Franz-Josef Strauss of suggestions that companies as diverse as Mitsubishi and General Motors could come to the aid of MAN.

That would not be a Bavarian solution. But a merger of some sorts between MAN and BMW, with financial aid from the regional government, would create an organization more capable of matching the might of Daimler-Benz, located to the northwest in the Baden-Wurttemberg capital of Stuttgart.

• If a merger happened it would be BMW returning a favor to MAN. In the '60s, when the auto maker was in troubles of its own, its aero engine interests were acquired by MAN. Now that company, known as MTU, is jointly owned by Daimler-Benz and MAN.

Last year, BMW made a record 369,000 autos. It will build even more this year and talks of reaching 400,000 next year. It can look back on a solid decade of growth, and look forward to a new R and D center being built at Munich and an additional factory under construction at Regensberg (also in Bavaria).

MAN built 21,500 vehicles last year — a reflection of the downturn in the market, and around 20 percent down on the numbers of the previous few years.

It made a financial loss last year ($125 million) on lower sales, and has cut its workforce (by a quarter, to 16,000 by the middle of next year). There have been factory closures and short-time working.

• The culmination was a change of top management in early November at MAN's parent GHH Group, Europe's largest engineering concern. It was occasioned by the troubles at MAN.

The new chief executive is Klaus Gotte, a financial expert from the Allianz Insurance Group. He replaces Manfred Lennings following a top-level shakeup at GHH over policy toward MAN.

One other small factor: The R and D director BMW chose to replace, Dr. Karlheinb Radermacher, is Dr. Hans Hagen— former development head at MAN.

He defends delay in ad campaign

Bricklin launches fat cash incentive

By John A. Russell
New York Staff Writer

NEW YORK. — A sales-incentive program with cash awards that could reach $890,000 has been kicked off by International Automobile Importers on Bertone X-1/9 and Pininfarina Spider cars in this country.

Malcolm Bricklin, chairman of IAI, explained the program is designed to spark sales efforts in the 100-plus dealerships that are in the IAI fold.

Cash bonuses for each sale are a key to the program. For each 1983 Bertone sold during the period running from Nov. 1 to Feb. 29, the salesman will receive $400 and the sales manager $150. For each 1983 Pininfarina sold, the sales persons will receive $100 and the sales manager will receive $50.

In addition to the cash bonuses, the salesman, sales manager and dealer become eligible for a series of drawings to be followed by a "Grand Drawing."

• At the end of three sales periods, or every month, there will be a drawing of sales coupons. The first-place winner, the dealer, sales manager and sales person, receive $5,000 each. Second place is $2,500 each and third place is $1,000 each.

The final "Grand Drawing" of all coupons during the four-month contest has a first prize of $25,000 for the dealer, and $15,000 for the sales manager and sales person. Second prize is $12,500 for the dealer and $7,500 each for the sales manager and sales person. The third prize is $10,000 for the dealer and $5,000 each for the sales manager and the sales person.

Bricklin said the purpose of the cash awards and the drawings was to attract attention of dealership personnel. There are only about 1,000 of the two cars in the country and '84 models are expected in March. But, he said, many of the new dealers are not familiar with the product. This is a method to draw their attention to the line and get enthusiastic support for it, he said.

Bricklin said the cash bonuses, once verification from the distributor are received are mailed "promptly."

• In the past several months, questions have developed about "aggressive dealer recruitment techniques, lack of a marketing/advertising program and the company's financial integrity.

Bricklin, in an interview, admitted aggressive recruitment

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Its aim is to give Chevrolet truck leadership for 1983

GM pay-deferral program finds no followers

By Joseph Bohn
Marketing Editor

General Motors' competitors decided not to counter its three-month consumer payment deferral program, kicked off by GMAC over the Thanksgiving weekend.

The low-cost GM program got mixed reviews from competitors on its ability to stir up sales and traffic.

Essentially, though, Ford, Chrysler and American Motors already had a variety of incentives in place — and, nearing the yearend, some of their budgets are also hitting tilt.

The real significance of GMAC's program lies more in its attempt to give Chevrolet calendar year truck leadership than in seeking to boost sales of the troubled T and X-body models.

Chevrolet threw in extra incentive money as a companion to GMAC's own efforts.

From Nov. 24 to Jan. 4, sales people earn $75 per retail delivery and sales managers $25 on the following new vehicles: Chevette, Citation, S-10 pickups, S-10 Blazer, 2WD and 4WD pickups in the 10 and 20 series.

The full-size Blazer and 2WD and 4WD Suburbans are excluded from the contest.

• Ford is smarting a bit over the fact that registrations for the '83 model year, which concluded in September, show Chevrolet trailing it by 10,000.

Some Ford people think registrations — not retail sales — are the real indicator of who won the '83 model truck competition.

Of course, they also concede that there is always a delay in getting vehicles registered and Oklahoma, for example, isn't counted in the Polk tally.

The controversy, which will probably spill over into the new year, no doubt adds a little spice to marketers on both sides.

Chevrolet's general marketing manager, Thomas Staudt, openly expressed his division's strong desire to get calendar year truck leadership in his dealer mailgrams.

The money currently being spent by Chevrolet and Ford to bolster sales is pretty close to even.

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59th year — No. 4998

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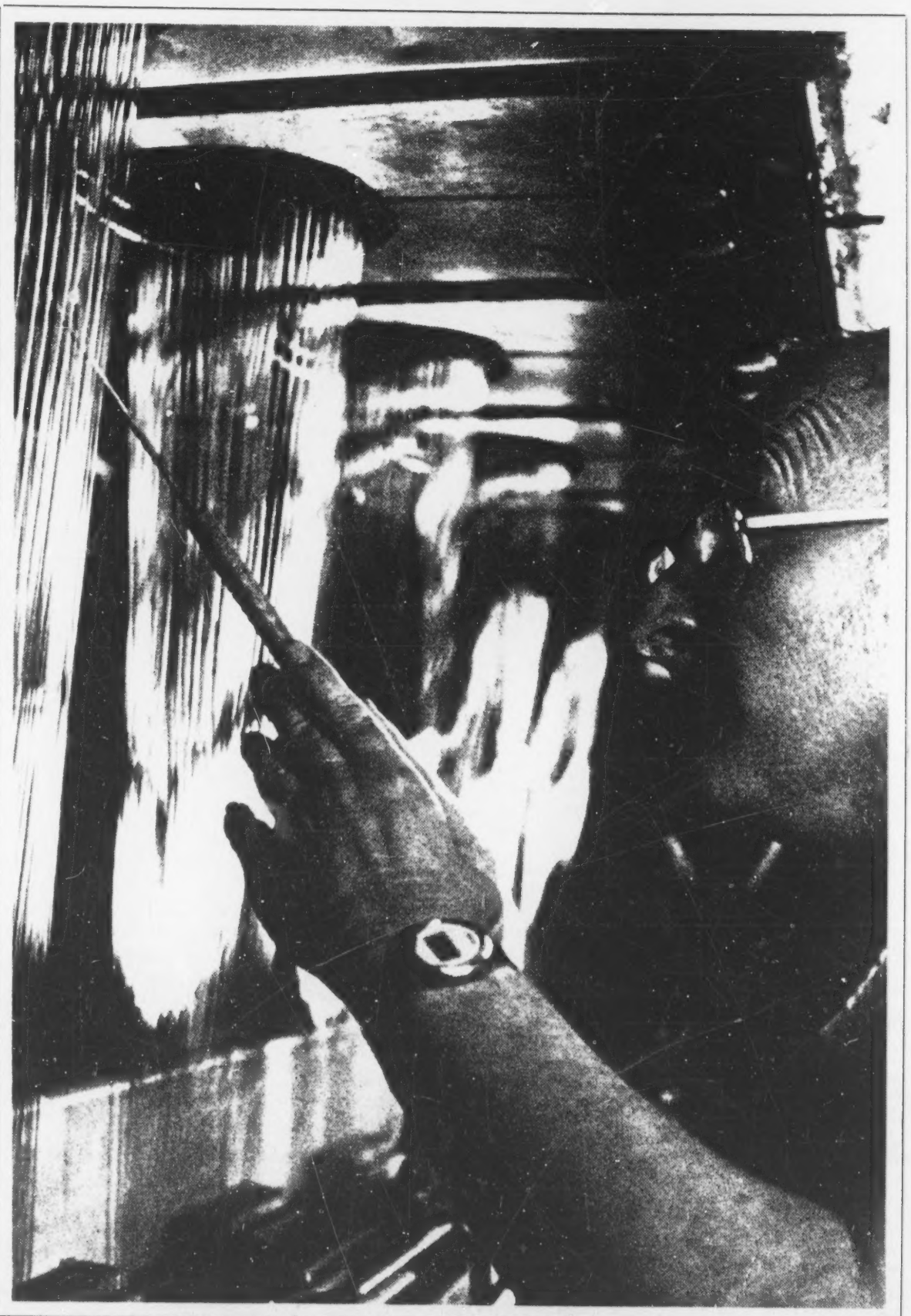

Fiberglass composites on the rise

Dramatic growth forecast for body panels, springs

The growth of fiberglass-reinforced thermoset composites indicates they are no novelty to automotive engineers. They are routinely specified in many automotive applications. But some components recently introduced, such as exterior body panels and springs, are expected to show dramatic growth over the next five years.

According to W. P. Jenks, vice president of Owens-Corning Fiberglas Corp., "We expect thermoset composites to reach a volume of 307 million pounds by 1988. This represents a compounded annual growth rate of 12.2 percent, almost double the expected growth rate (6.6 percent) forecast for automobile and truck production."

Passenger car use of glass fiber composites is growing more rapidly than truck usage. In 1982 passenger cars used 91 million pounds, 59.3 percent of the 154 million pound total. Passenger car share will rise to 64 percent of the projected 1983 composites total, and reach 67 percent by 1988, when passenger car usage will be 206 million and trucks will consume 101 million pounds, according to Jenks.

One dramatic growth area O-C sees for composites in passenger car and truck production is the "suspension, chassis, and frame" category, where growth rate is expected to be triggered by increasing use of glass reinforced composites in springs. Front and rear composite leaf springs are currently in full production on the Chevrolet Corvette. Springs for trucks are forecast to grow at a faster rate than those in passenger cars. The 1982 volume of 894 thousand pounds is forecast to grow to 11.5 million pounds in 1988. Of this, 9 million pounds will be in leaf spring applications.

Body panels represented 73 percent of the 1982 passenger car composite applications and will improve this dominant position to 83 percent in 1988, with the growth coming in new applications, O-C says. Front end panels (grill opening panels) are currently the highest volume application in body panels. Although front ends will continue to grow, they will represent only 34 percent of the total body panel usage by 1988, down from 54 percent in 1982. Rear end panels, similar in purpose and design to grill opening panels, are being used on one

Continued on Page D-2

Photo

Glass fibers manufactured by the flame-attenuated process are used on automobile insulation products made by Manville (Story Page D-2).

This headliner, produced by Manville's Automotive Products Dept. at Defiance, O. for Chrysler's T-115 van, is the largest single-piece fiberglass headliner ever manufactured. It is 100 inches long, 48 inches wide and ¾ inch thick.

Noise, heat and Chapter 11

Manville marches on as auto supplier

Lots of noise. Lots of heat.

Manville Corp. is battling that as a company, and as a supplier of automotive products.

Since August 1982, the firm, headquartered in Denver, Colo., has been operating under Chapter 11 of the U. S. Bankruptcy Code. Its problem was precipitated by persons seeking damages for injuries alleged to have resulted from exposure to asbestos fiber or asbestos-containing products made or sold by the company and its subsidiaries.

Meantime, Manville is trying to operate its business in a normal manner, including manufacturing and selling automotive fiberglass products.

The company has been a leading supplier of automotive insulating components for two decades, and some 80 percent of molded fiberglass going into new cars for thermal and insulating applications reportedly is supplied by Manville.

"The message we want to communicate is that Manville dominates the fiberglass insulation and thermal market," said George A. Ensign, vice president and general manager, OEM Industrial Products Marketing Division, Manville Products Corp.

As for Chapter 11, Ensign said the company has maintained operational control of its business, and that its automotive customers, for some of whom Manville is a single-source supplier, show no evidence of losing confidence in the firm. "We're looking at new automotive programs far down the road," Ensign said.

Competitors are looking over Manville's shoulders, however, including Owens-Corning Fiberglas Corp., Toledo, and Certainteed Corp.'s Insulation Group, Valley Forge, Pa., whose sights are set on expanding their share of the market for fiberglass used in auto headliners and hoodliners.

Acknowledged Ensign: "It's a critical time for Manville. We've held an established position in the market since the early 1960s. We've dominated it, but in the last couple years other manufacturers are jumping in."

The battle is being waged over an automotive noise and thermal insulation market currently estimated at 30 to 35 million pounds of molded fiberglass product annually, and

Continued on Page D-8

Fiberglass

Continued from Page D-1

model. Installation on additional models will start in 1984 and will result in a 1988 rear end panel volume of 10 million pounds.

Three 1984 utility vehicles, AMC Jeep Wagoneer, Dodge Ramcharger and Ford Bronco II, use SMC liftgates. These are high volume closure applications. Production volume for these utility vehicles is expected to exceed that of low volume passenger car models. The use of liftgates will increase from a half million pounds in 1982 to 1.3 million pounds in 1983 and 3.5 million pounds in 1984, O-C says. Liftgates are expected to gain another 88 percent (to 6.5 million pounds) by 1988. Pickup tailgates will add 1.3 million pounds to the 1988 truck total.

A notable application in passenger car tailgates was on the 1983 Oldsmobile B-body station wagon. It has been added to the 1984 Buick Electra and LeSabre station wagons.

In passenger car use, three application categories, "body panels," "suspension, chassis, and frame" and "passenger compartment" account for most of the growth through 1988. In trucks, "cab shells and exterior" and "suspension, chassis, and frame" are the two outstanding growth categories.

Other reinforced composite application categories, such as electrical and underhood components, will grow at rates close to the car and truck production growth rate. "This indicates the maturity of composites in these areas," says Jenks. "Body panels and structural applications, such as springs, will provide the major growth direction for composites to and beyond 1988."

An analysis of glass fiber thermoset composite usage by manufacturing process discloses some significant changes over the 1982-1988 period.

Compression molded thermosets in passenger cars will increase 91 percent between 1982 and 1988 (77,527,000 pounds to 148,250,000), but their share of the total automobile use will drop from 85 to 72 percent, O-C says. This is due, in part, to the increased use of RRIM (reinforced reaction injection molded urethane). From a 1982 base of 883 thousand pounds, RRIM in passenger cars will grow to over 25 million pounds, 12 percent of the passenger car thermoset use, in 1988.

• RRIM is a relatively new system in automotive composites. Starting with a single application in 1982, 1983 production will exceed four million pounds.

The 1984 Pontiac Fiero uses RRIM in fenders and outer door panels, as well as front fascia. The Chevrolet Corvette has RRIM front and rear fascia panels.

Glass fibers provide dimensional stability by reducing the thermal expansion that can cause panel fit to deteriorate in extreme temperature conditions.

In trucks, compression molding will grow 30 percent from 1982 to 1988, but will drop from 87 percent to 70 percent of the total truck thermoset composite use. This is due to major growth in filament wound springs. Filament winding, forecast to use 11.5 million pounds, will comprise 11 percent of the truck thermosets in 1988. Injection molding and low pressure processes will remain at 5 percent and 14 percent of the total throughout the forecast period, O-C says. □

PASSENGER CAR PRODUCTION (North America)

(THOUSANDS OF PASSENGER CARS)

	1982	1983	1984	1985	1986	1987	1988
SUBCOMPACT	1,744	1,897	2,460	2,409	2,500	2,489	2,380
COMPACT	1,011	1,117	1,489	2,115	2,109	2,173	2,138
INTERMEDIATE	1,753	2,587	2,666	2,353	2,335	2,397	2,318
FULL	1,353	1,671	1,918	1,949	2,201	2,256	2,247
TOTAL	**5,861**	**7,272**	**8,533**	**8,826**	**9,145**	**9,315**	**9,083**

TRUCK PRODUCTION (North America)

(THOUSANDS OF TRUCKS)

	1982	1983	1984	1985	1986	1987	1988
LIGHT	2,167	2,273	2,684	2,786	2,659	2,676	2,730
MEDIUM/HEAVY	193	197	233	258	254	254	258
TOTAL	**2,360**	**2,470**	**2,917**	**3,044**	**2,913**	**2,930**	**2,988**

GLASS FIBER THERMOSET COMPOSITE USE IN PASSENGER CARS

(THOUSANDS OF POUNDS)

	1982	1983	1984	1985	1986	1987	1988
SUBCOMPACT	16,493	18,984	33,138	31,452	33,333	32,971	34,052
COMPACT	8,753	13,709	19,462	28,105	38,609	40,124	39,326
INTERMEDIATE	30,488	48,015	50,010	46,336	47,947	49,302	48,769
FULL	35,562	51,458	74,602	76,187	85,220	85,938	84,086
TOTAL CAR	**91,296**	**132,166**	**177,212**	**182,080**	**205,109**	**208,335**	**206,233**

GLASS FIBER THERMOSET COMPOSITE USE IN TRUCKS

(THOUSANDS OF POUNDS)

	1982	1983	1984	1985	1986	1987	1988
LIGHT	47,985	51,797	55,837	59,399	60,547	68,724	69,739
MEDIUM/HEAVY	14,646	22,628	28,479	31,535	30,958	30,958	31,519
TOTAL TRUCK	**62,631**	**74,425**	**84,316**	**90,934**	**91,505**	**99,682**	**101,258**

GLASS FIBER THERMOSET COMPOSITE USE IN PASSENGER CARS BY APPLICATION CATEGORY

(THOUSANDS OF POUNDS)

	1982	1983	1984	1985	1986	1987	1988
BODY PANELS	66,407	100,337	141,763	150,315	171,348	174,330	170,592
ELECTRICAL	117	170	200	193	217	222	217
PASSENGER COMPARTMENT	3,140	3,784	5,293	5,898	6,819	6,817	8,352
SUSPENSION, CHASSIS & FRAME	420	1,324	2,059	2,581	3,584	3,600	4,361
UNDERHOOD	21,212	26,551	27,897	23,093	23,141	23,366	22,711
TOTAL CAR	**91,296**	**132,166**	**177,212**	**182,080**	**205,109**	**208,335**	**206,233**

GLASS FIBER THERMOSET COMPOSITE USE IN TRUCKS BY APPLICATION CATEGORY

(THOUSANDS OF POUNDS)

	1982	1983	1984	1985	1986	1987	1988
CAB INTERIORS	21,648	23,754	25,786	23,047	22,182	22,060	22,568
CAB SHELL & EXTERIORS	20,647	26,311	30,958	37,697	37,328	39,454	40,125
ENGINE DRIVE	1,046	1,152	1,315	1,355	1,315	1,378	1,355
EXTERIOR ACCESSORIES	3,531	3,786	3,866	4,043	3,898	3,898	3,911
SUSPENSION, CHASSIS & FRAME	894	1,012	1,622	2,948	5,266	11,376	11,515
TILT FRONT ENDS	7,691	10,845	13,080	14,378	14,270	14,270	14,478
UNDERHOOD	7,174	7,565	7,690	7,466	7,246	7,246	7,306
TOTAL TRUCK	**62,631**	**74,425**	**34,316**	**90,934**	**91,505**	**99,682**	**101,258**

GLASS FIBER THERMOSET COMPOSITE USE IN PASSENGER CARS BY PROCESS

(THOUSANDS OF POUNDS)

	1982	1983	1984	1985	1986	1987	1988
COMPRESSION	77,527	107,943	138,031	135,846	146,656	148,867	148,252
INJECTION (Thermoset)	10,960	16,787	19,362	19,392	27,503	28,194	27,583
FILAMENT WINDING	183	453	768	1,443	2,572	2,611	2,507
RRIM	464	4,243	16,681	23,142	25,550	25,817	25,101
LOW PRESSURE	2,162	2,740	2,370	2,257	2,828	2,846	2,790
TOTAL	**91,296**	**132,166**	**177,212**	**182,080**	**205,109**	**208,335**	**206,233**

GLASS FIBER THERMOSET COMPOSITE USE IN TRUCKS BY PROCESS

(THOUSANDS OF POUNDS)

	1982	1983	1984	1985	1986	1987	1988
COMPRESSION	54,505	58,987	65,164	68,843	67,583	69,592	70,678
FILAMENT WINDING	1,049	1,174	1,693	2,897	5,229	11,402	11,518
INJECTION (Thermoset)	2,416	3,838	5,113	5,455	5,290	5,290	5,323
PULTRUSION	3	17	20	23	22	22	23
RRIM	32	61	73	81	78	78	80
LOW PRESSURE	4,626	10,348	12,352	13,645	13,303	13,298	13,636
TOTAL	**62,631**	**74,425**	**84,316**	**90,934**	**91,505**	**99,682**	**101,258**

Source: Owens-Corning Fiberglas Corp.